

January 2017

Lifestyles of Affluent and High Net Worth Consumers - US

US Affluent and HNWIs, with their large amount of income-producing assets, are important to lifestyle brands, particularly those offering value-added products and services. With higher-than-average household incomes, they command a significant amount of purchasing power across a variety of areas, from in-home food to household care to leisure and travel ...

December 2016

The Affluent and High Net Worth Premium Brand and Luxury Consumer - US

"Affluent and High Net Worth Individuals (HNWIs) are key consumers of luxury brands. However, these wealthy individuals are less likely to be swayed by luxury brands' marketing strategies, as they skew older, male, and retired – demographics that tend to be less engaged with consumption and fashion trends. Younger Affluent ...

November 2016

Cooking Enthusiasts - US

"In 2016, 45% of Americans aged 18+ are considered Cooking Enthusiasts – or adults who cook from scratch multiple times a week, enjoy the cooking process, have skills in the kitchen, and cook because they want to rather than because they have to. Due to factors such as the lower ...

October 2016

Attitudes toward Charities and Non-profits - US

"Giving to charities and non-profit organizations reached a historic high in 2015. Individuals account for the largest portion of donors, followed by foundation. Financial support is estimated to grow slightly from 2015-16, though declines in volunteerism may prompt



Lifestyles - USA

organizations to promote the importance of giving back
to organizations in a ...